

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Website and networking has been popular in early 2000's. Nowadays everyone and every place has equipped with many gadget and devices. Many people now are moving on to the digital era.

The network of computers was developed until 1990s in the United States, and only within a few years spread and expand globally in to the world (Cohen-almagor, 2011)

In the beginning of 2000's website become the most popular ways to promote and express business, advertisement, educational institution, and also products and services. The main important of the website is the language. A primary function of language is for humans to deliver information to each other or request services in a variety situations e.g., relating events that happen to them, giving someone directions, asking for services such as in a shopping or other service encounter (Armstrong, Ferguson, & Armstrong, 2011). With language the website can deliver the message to the readers.

In order to advertise English language, Faculty of Language and arts has a website called engpre.com to offering TOEFL, TKT Cambridge, and Translation Service and also introduce Faculty of Language and Arts. TOEFL is a standardized test to measure the English language ability for non-native speakers wishing to enroll in English-

speaking universities. There are 3 sections in TOEFL such as: Listening Comprehension as the Section 1 (35 minutes), Structure and Written Expression as the Section 2 (25 minutes), and Reading Comprehension as the Section 3 (55 minutes). Listening Comprehension is aims to measures the ability to understand spoken English as it is used in colleges and universities, Structure and Written Expression is aims to measures recognition of selected structural and grammatical points in standard written English, Reading Comprehension is aims to measures the ability to read and understand academic reading material in English

As a part of educational institution, Faculty of Language and Arts offers another service for teacher and everyone who loves teaching. Being a good and smart teacher is a must. One of thing that teacher often do is doing the test to measure their ability. TKT is a flexible series of modular teaching qualifications, which test your knowledge in specific areas of English language teaching. There are 4 modules for TKT: TKT Module 1: Language and background to language learning and teaching. Module 2: Lesson planning and use of resources for language teaching, Module 3: Managing the teaching and learning process, including classroom management, CLIL: Content and Language Integrated Learning, YL: young Learners. Last, Journal Submission Service is a service for lecturer or researcher who's going to send their journal to the international journal.

Website as one of media promotion becomes very important nowadays. For example Unika Soegijapranata Website, but unfortunately Faculty of Language and Arts information has no posts yet. That is one of the reasons the researcher built up www.engpre.com as the promotion media for Faculty of Language and Arts. Not only for students of Faculty of Language and Arts but also for public by promoting services as: TOEFL, JSS (Journal Submission Service), and TKT Cambridge as an income generator.

From the previous research entitled “*Strengths, weaknesses, opportunities and threats (SWOT) analysis for farming system businesses management: Case of wheat farmers of Shadervan District, Shoushtar Township, Iran*” (Ommani, 2010a) concluded that SWOT analysis indicates a framework for helping the planners or creator to identify the strategies of achieving goals. It is a technique used to analyze the strengths, weaknesses, opportunities and threats of businesses. Farming practices play a vital role in food security. Population growth is the main reason for increased food demands and it puts additional pressure on the natural resource. Based on the results above, the considered identified strategies play an important role in farming system development and in increasing food security in this area. The important strategies that must be considered are:

1. Development of poor local market opportunities and infrastructure.
2. Planting of crops with high economic values.
3. Development of governmental supports.
4. Preparing strategic plans for development of organic farming.
5. Considering the quality of crops.
6. Considering farm sustainability indexes.
7. Using sustainable water resources management.
8. Development of extension programs based on farmers' needs

Therefore, in this research, the researcher is focused more on an analysis of SWOT of *Englishpreneurship* Website (www.engpre.com) and also the effective usage *Englishpreneurship* Website.

1.2. Field of The Study

The field of the study is *Englishpreneurship* within the domain of Business Communication and Marketing. This study discussed an analysis of Strength, Weaknesses, Opportunities, and Threats for *Englishpreneurship* Website (www.engpre.com).

1.3. Scope of The Study

This research focused on analysis of Strength, Weaknesses, Opportunities, and Threats of *Englishpreneurship* Website (www.engpre.com), and also examined the effective usage of *Englishpreneurship* Website. The writer developed the website using word press with domain (.com).

The contents of the website were collected from the students of the Faculty of Language and Arts Soegijapranata Catholic University *Englishpreneurship* major and the lecturers. The contents of the website are also intended to introduce Faculty of Language and Arts Soegijapranata Catholic University.

1.4. Problem Formulation

This research intends to deliver the following research questions:

1. What are the Strengths of *Englishpreneurship* Website (www.engpre.com)?
2. What are the Weaknesses of *Englishpreneurship* Website (www.engpre.com)
3. What are the Opportunities of *Englishpreneurship* Website (www.engpre.com)
4. What are the Threats of *Englishpreneurship* Website (www.engpre.com)

1.5. Objectives of The Study

Regarding the problems mentioned above, this research is conducted to achieve the following objectives:

1. To analyze the Strengths of *Englishpreneurship* Website
(www.engpre.com)
2. To analyze the Weaknesses of *Englishpreneurship* Website
(www.engpre.com)
3. To analyze the Opportunities of *Englishpreneurship* Website
(www.engpre.com)
4. To analyze the Threats of *Englishpreneurship* Website
(www.engpre.com)

1.6. Significance of The Study

The research is expected to facilitate people, students, and also teachers to promote English language services through technologies.

Further, the results of this study is expected to be one of the sources for students or teachers who look for a test to measure their ability or to fulfill the requirements as a must and also the researcher would like to analyze the Strengths, Weaknesses, Opportunities, and Threats analysis of *Englishpreneurship* Website (www.engpre.com). The findings of this study would certainly introduce English language and Faculty of Language and Arts to public.

1.7. Definition of Terms

1. **Promotion** is the effort of the market to influence others to participate in exchange activities (Kusmono, 2001, p. 374)
2. **SWOT Analysis** Strengths, weaknesses, opportunities and threats (SWOT) analysis is a device that helps business managers to evaluate the strengths, weaknesses, opportunities and threats involved in any business enterprise, including farms and ranches. (Ommani, 2010b)
3. **Online Marketing** Online marketing implies packages of measures, which should lead internet users to certain webpages to buy or order certain products or services. Thus, web presence is the main object of online marketing. In addition also arrangements outside the internet are included in online marketing, e.g.: a banner on a plane which shows a uniform resource locator (URL). (Kombo, 2015)